



SCRUMLINE
GROWTH FOR BUSINESS

Lifestyle to Livelihood – Empowering a Breathwork Practitioner

Background

Client: Independent Breathwork Practitioner

Sector: Wellness & Lifestyle Services **Stage:** Passion-led Concept with Parallel Day Job

Objective: Transform breathwork practice into a structured, income-generating business

A dedicated breathwork practitioner with a deep passion for holistic wellness sought to bring their practice to life through structured offerings, community engagement, and sustainable income. With limited time and resources due to a full-time job, they needed strategic support to build the business foundations, launch a focused revenue stream, and evolve toward a multi-service wellness brand.

SCRUMLINE Engagement

SCRUMLINE was engaged to provide strategic lift, coaching, and implementation support across key business-building milestones. Led by Daniel Williams, the engagement focused on turning vision into viable operations while preserving the authenticity of the practitioner's lifestyle ethos.

Gaps	Initiative Delivered by SCRUMLINE
Vision & Storyboarding	Facilitated white boarding sessions to shape brand narrative, service positioning, and practitioner identity
Business Foundations	Guided setup of business structure, compliance, and operational readiness
Website & GTM	Supported development of pauseandexhale.com.au and go-to-market strategy
Planning & Frameworks	Co-created business plan, service roadmap, and modular growth frameworks
Workshops & Activation	Enabled delivery of initial breathwork workshops to validate concept and build community
Revenue Strategy	Focused on launching one core revenue stream while designing future service layers
Brand & Community	Advised on brand development, community-building tactics, and Client flows
Coaching & Enablement	Provided ongoing strategic coaching and implementation support to reduce founder burden
Future Monetisation	Designed pathways for incremental revenue from content, video, corporate wellness, and digital services

Results & Impact

- Successfully launched first revenue-generating breathwork service
- Built a professional brand presence and website aligned with wellness values
- Delivered multiple workshops to validate concept and engage early adopters
- Developed scalable frameworks for future service expansion
- Positioned the practitioner for incremental income streams while maintaining lifestyle balance

Testimonial Snapshot

“SCRUMLINE helped me turn my breathwork practice into a business without losing the soul of it. Daniel’s strategic clarity and coaching gave me the confidence to launch, grow, and dream bigger – even while juggling a day job.” – Breathwork Practitioner & Founder,

